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Bodger Seeds Ltd.

1936

1936

1936-1937
BODGER NOVELTIES
AND
OTHER SPECIALTIES

Bodger Seeds, Ltd.

WHOLESALE FLOWER SEED GROWERS

LOS ANGELES COUNTY EL MONTE CALIFORNIA, U. S. A.

Our Modern Warehouse and Shipping Department, situated in the fertile El Monte Valley

California's Choicest Flower Seeds

BODGER flower seeds are grown under ideal conditions in the fertile valleys of California, where the soil is rich and deep, the climate unsurpassed, and no effort is spared to produce the finest flower seeds that can be purchased. All varieties are produced from individually selected, pedigreed stock, grown under the strictest supervision on our own ranches, carefully selected and rigorously rogued. All the most modern methods are used in harvesting, milling and recleaning the seed to insure high germinating strains in all cases. All shipments are made promptly upon receipt of order.

NOVELTIES

NOVELTIES in flowers, as well as in other lines, are at the present time more in demand and are given more publicity than at any previous time. The amateur gardener wants something new and different, something to lend variety and interest to the garden.

A novelty might be defined as a variety which has just recently been developed, or has only just been discovered, or one which although it has been known in the trade for some years has not been known by the general public, and is therefore a new subject to most people. Included in this booklet are some of each of these various types of novelties, and a selection made from among them is sure to give satisfaction and pleasure to the flower grower.

Since a great many novelties are produced and introduced each season by the various flower seed growers, it was found expedient to devise some system of testing and selection to find those which among all novelties submitted are outstanding. The foremost novelty testing organization in the United States is the All America Selections Committee. This committee is composed of twelve judges situated in different parts of the United States and Canada, each of whom conducts a trial ground in which are grown outstanding novelties submitted by the various growers, novelties which they expect to introduce the following season. From among the one hundred or so novelties submitted each season eight or ten are selected as having special merit. It is with pride that we call your attention to the large number of Bodger introductions which have been adjudged worthy by this All America Selections Committee.

Marigold Gigantea Sunset Giants (Bodger)

A PROMINENT horticulturist has said that a flower to be desirable in the home garden must have one or more of three outstanding characteristics: it must be very showy, or fragrant, or of exceptional size. Marigold Sunset Giants has the happy combination of all three of these characteristics. Not only are the flowers the largest ever known in the Marigold group, averaging 5 inches and some flowers attaining a size of 7½ inches, but they are produced in such profusion that a plant of Sunset Giants is one of the showiest spots in any garden. But most remarkable, instead of the usual Marigold odor these flowers have a definitely sweet fragrance, a fact which will undoubtedly place them among the outstanding novelties of the 1937 season. The flowers are loosely formed, very full centered, with broad, heavy petals gracefully overlapping to make a flower of great depth and even larger than Dahlia Flowered Zinnias. Sunset Giants is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double.

The plant type is a new departure in Marigolds, extremely strong growing, producing a heavy growth of foliage with six to eight heavy branches, each bearing three to six large flowers. While the growth is heavy, still the strain blooms well before frost in any climate, from July 15 to 20 on our ranches, and in the South is in full flower before the middle of June. The plants are usually from 3½ to 4 feet high, but under extremely favorable conditions have been known to grow as much as 7 feet. We are confident that Sunset Giants will take its place in the front rank of the group of half-hardy annuals suitable

for garden or cut-flower use in any part of the country, and will be a first-class money maker for florists.

It is a well-known fact that the popular Nasturtium Golden Gleam came from Mexico and that the first plants in this country were grown by an amateur. Marigold Sunset Giants parallels this beginning. An amateur flower grower, Mrs. A. A. Daspit, of Alexandria, Louisiana, grew the first plants of this remarkably large flowered type from seed she had gotten from Mexico, and although she had had no training along that line did a remarkably fine piece of work in selecting and improving the strain which she originally received. This Marigold was first brought to our attention through the Louisiana Seed Company of Alexandria, La., who saw possibilities for a commercial distribution, and it is in conjunction with the Louisiana Seed Company and Mrs. Daspit that we are introducing Marigold Gigantea Sunset Giants this season. We have grown Sunset Giants on our ranches the past few seasons and have continued the work of selection and type fixing begun by Mrs. Daspit.

Immediately after harvest last season we sent trials to various customers in Australia and New Zealand, seed reaching them about December 1st. Although late in their season, this seed planted at that time produced fine plants and flowered freely. They reported to us in April that the variety is as we had claimed, extremely large flowered, sweet scented, and free blooming, and that they are anxiously waiting for seed supplies to offer their trade. Since Sunset Giants has therefore already been accepted by a critical trade, we urge all wide-awake seedsmen to get behind the variety and feature it, as we feel sure it will create an impression throughout the horticultural world equal to that created by Nasturtium Golden Gleam.

SENSATIONAL NEW SWEET SCENTED CUT FLOWER

Approximately 8,000 seeds per ounce.

Poppy Nudicaule The Empress (Bodger)

TO BRIGHTEN the garden in early spring you could make no better choice than The Empress, our new Iceland Poppy. It is distinct from all other strains, a remarkable new giant flowered poppy which is excellent for cutting and delightful in the garden. The flowers are very large and well formed, with broad petals which are deeply fluted or wrinkled, giving a most delightful effect of semi-doubleness. In color it is unique, lovely shades of salmon rose and pink never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination, by far the finest strain of pink Iceland Poppies on the market. The heavy stems make The Empress a fine cut flower variety, and while a perennial, it blooms readily from seed the first year if sown early.

PLANT ICELAND POPPIES TO BRIGHTEN THE GARDEN IN EARLY SPRING

Approximately 448,000 seeds per ounce.

Poppy Nudicaule The Emperor (Bodger)

TRULY regal among this exceptional group of poppies The Emperor stands forth in a class by itself. It is without a doubt the very finest orange Iceland Poppy ever produced, with extremely large fluted petaled flowers composed of broad, overlapping petals, many flowers having extra petals. The color is the same as that of our previous introduction, El Monte, deep tangerine orange, and the strain is remarkably true. The strong, straight stems are very wiry, 18 to 22 inches long, and bear the large flowers majestically whether in the garden or when used for cutting. The Emperor is undoubtedly the best Iceland Poppy for cutting or for the garden. A perennial, it blooms freely the first year from seed.

THE EMPERIOR IS TRULY A REGAL ICELAND POPPY

Approximately 448,000 seeds per ounce.

Petunia Grandiflora Single Fringed Dainty Lady (Bodger)

Awards of Merit 1936 All America Selections, and Royal Horticultural Society 1935

DAINTY LADY, our new yellow Petunia, has proved itself a winner from the very start. It was granted Awards of Merit in both Europe and America as soon as it was introduced, and has occasioned favorable comment wherever exhibited or grown. The flowers are of medium size and daintily fringed, delicate light yellow deepening to golden yellow at the throat. The strain comes exceptionally true to color. The plants are neat, compact, somewhat upright in habit, semi-dwarf and very free flowering. Dainty Lady is excellent for border use, for bedding, for use in window boxes and as a cut flower. We regret that our supply of seed last season was so limited but expect to be able to fill all orders after this year's harvest. Dainty Lady is especially effective when combined with one of the purple Petunias, such as Violacea Marine or Elk's Pride.

YOU WILL BE INTRIGUED BY THE LOVELY DAINTY LADY PETUNIA

Approximately 175,000 seeds per ounce.

Calendula Campfire Bodger's Improved Florist Strain (Bodger)

SEVERAL years ago we introduced a striking new Calendula under the name of Campfire (Sensation). Ever since that time this Calendula has been a leading variety. This year we are introducing a vastly improved, reselected strain of Campfire, ideal for florist use. The color is well known, a very deep strong orange with a distinct scarlet sheen on the upper side of each petal. While the center is light, this is scarcely ever noticed because of the complete doubleness of the flower. Blooms are flat across the top, of the type demanded by the florist trade, and measure at least four inches in diameter. The plants are strong growing and even in habit, with exceptionally long heavy cutting stems, produced in generous quantity on each plant. This new improved florist strain is especially developed for the cut flower trade, and we feel sure will more than fulfill all claims for it.

ENJOY THE LUXURY OF THE BEST

Approximately 5,000 seeds per ounce.

Larkspur Giant Imperial White King (Bodger)

Special Mention 1937 All America Selections

WHITE KING is without any question the finest Giant Imperial Larkspur developed since our 1930 introduction, Carmine King. The flowers are a pure, glistening white and are of the characteristic Bodger Larkspur type, with rounded broad petals. The florets are extremely large and fully double, measuring as much as 2 inches across and are evenly and closely spaced on the stem. This gives a very heavy Hollyhock-like cutting spike from 24 to 30 inches long. The plants are tall, well over 5 feet under our conditions, and are of the true Giant Imperial basal branching type, as upright in habit as Carmine King. Furthermore, White King is very early blooming, coming into flower more than a week earlier than other Giant Imperial varieties, and about 5 days before Stock Flowered Rosamond. White King is without a doubt destined to become the outstanding White Larkspur of the decade.

THE FINEST LARKSPUR OF THE DECADE

Approximately 8,770 seeds per ounce.

Larkspur Giant Imperial Coral King (Bodger)

IN CORAL KING we are introducing a new color, never before seen in Larkspurs—blush pink, with a strong suffusion of coral which deepens and gets richer as the flowers mature. The color impression is that of a lovely, pale, delicate coral pink with a salmon tint, an entirely new departure in Larkspur shades. The florets are very large and fully double, with rounded petals, but they are a little less closely spaced on the stem than in White King. There is a magnificent length of Hollyhock-like flowering spike, averaging from 24 to 30 inches. The plants are from 5 to 5½ feet tall under our conditions, and are of the true Giant Imperial type, branching from the base. Coral King is early flowering, coming in about the same time as Rosamond, and has been proclaimed by visitors to our ranches to be the most desirable color yet produced.

THE LOVELIEST LARKSPUR COLOR—ENTIRELY NEW

Approximately 8,770 seeds per ounce.

Larkspur Giant Imperial Gloria Improved (Bodger)

WE OFFER Gloria Improved as the result of several years' selection in our Larkspur workshop to improve the type and eliminate variation in the color of the variety Gloria. This improved strain has the same type flower as the older variety Gloria, closely spaced florets of average size but with more pointed petals. The strain is early flowering, very even and upright in habit, about 4½ feet tall, more bushy than our King type, but a good garden variety. It gives a good mass of color, a rich deep rose on salmon.

EXCELLENT FOR THE GARDEN

Approximately 8,770 seeds per ounce.

Zinnia Linearis

LINEARIS is a dwarf early flowering form somewhat comparable to Zinnia Haageana. The single flowers are deep golden orange in color, with a delicate light yellow stripe which contrasts boldly with the dark center—a combination which is most attractive. It is early flowering, and the plant reaches a height of 8 to 10 inches with a spread of as much as 2 feet.

A BRAND NEW ZINNIA SPECIES—TRY IT THIS SUMMER

Approximately 123,650 seeds per ounce.

Zinnia Lilliput Pastel Mixture (Bodger)

FOR many years we have had calls for pastel shades in this popular cut flower type of Zinnia, and in response to this demand we are pleased to be able to offer this Pastel Mixture which is composed solely of delicate colors not found in the ordinary Lilliput mixture. It comprises soft shades of apricot, peach, creamy yellow, shell pink, delicate salmon, light rose and orchid. The flowers are of the usual Lilliput type, small, compact and symmetrical in shape, one to one and one-half inches in diameter, and are borne in great quantities on the neat, compact growing plants which usually reach a height of from 12 to 15 inches. The variety is early blooming, producing flowers about 45 days after the seed is sown.

THE IDEAL ZINNIA MIXTURE FOR MODERN GARDENS

Approximately 4,600 seeds per ounce.

Zinnia Early Wonder Gypsy (Bodger)

THE Early Wonder type is distinct from all other Zinnias, producing flowers within 30 to 40 days from the time of seeding. The 15 to 18 inch plants are free flowering, with a less heavy foliage growth, medium sized flowers and long wiry stems without lateral branches, making it a good cut flower type. The variety Gypsy is a deep burnished orange, a very rich, most desirable shade.

FOR YOUR FIRST ZINNIA FLOWERS, PLANT THE EARLY WONDERS

Approximately 4,500 seeds per ounce.

Zinnia Fantasy Star Dust (Bodger)

Award of Merit 1937 All America Selections

FANTASY is one of those types which you either definitely do or do not like. To those who definitely do like this informal Zinnia, Star Dust will be welcomed with enthusiasm. It has the same shaggy-petaled, medium-sized flower as the mixture—a delicate, graceful bloom. The color is a rich deep golden yellow, one of the vibrant shades closely associated with Zinnias, while the very free flowering, 2½ to 3 foot plants are early blooming, coming into flower about 45 to 50 days from the time of planting.

SCATTER STAR DUST THROUGH YOUR GARDEN

Approximately 5,000 seeds per ounce.

Zinnia Pumila Dwarf Double Spun Gold (Bodger)

OUR new introduction, Spun Gold, is an entirely new color in this type, a delicate pastel shade of butter yellow—excellent for cut flower work. The flowers are rounded, 2½ to 3 inches in diameter, on plants 12 to 18 inches in height, with strong, fairly long stems. The strain is very early flowering, coming into bloom about 45 days after planting, a point which makes Spun Gold a valuable addition to the Zinnia group.

A LOVELY NEW COLOR

Approximately 4,500 seeds per ounce.

Aster Super Giant El Monte (Bodger)

Special Mention 1936 All America Selections

EL MONTE has more than fulfilled our expectations during the year it has been on the market. We were convinced that it was a very fine Aster, and the largest Crimson variety, but we were not prepared for the number of reports we have received during the season acclaiming it as the finest Aster on the market. The color is a strong crimson and the flowers, which are composed of abundant quantities of daintily interlaced plume-like petals, are extremely large and fluffy, a super giant form of the Ostrich Feather type. Each plant produces only six to eight flowers, each one borne on a heavy, non-lateral basal branched stem. Since El Monte is unusually early blooming, coming into flower in early September, at least two weeks before the California Giant varieties and all of three weeks before its Super Giant companion, Los Angeles, it can be grown in practically any climate. Although not wilt resistant, we recommend El Monte very highly.

PLANT EL MONTE FOR YOUR EARLIEST GIANT ASTER

Approximately 12,000 seeds per ounce.

Aster Giants of California Silvery Rose (Bodger)

NEXT to the Super Giant type the Giants of California Asters are the most desirable for florist use. The plants reach a height of about 3 feet and usually carry from 8 to 10, or even 12 flowers per plant. The blooms are large and full, 4 to 5 inches across, with graceful, frilly petals. To add to the many fine colors now available in this type, we are introducing Silvery Rose at this time, a color which we feel will be readily accepted by the florist trade. It is a clear bright rose with a silvery effect at the tip of each petal, a charming combination. As the plants are comparatively late blooming, producing flowers from about September 15th to October 1st, we recommend that for best results seed be planted early indoors. This is not a wilt resistant variety.

A FINE, RICH, NEW COLOR IN CALIFORNIA GIANT ASTERS

Approximately 12,000 seeds per ounce.

Verbena Hybrida Grandiflora Crimson Glow (Bodger)

IN ALL the rather long list of Hybrida Grandiflora Verbena varieties there has been none in a crimson shade until our present introduction, Crimson Glow, which now provides this very necessary shade to round out the color range. The flowers are pure, self-colored, glowing crimson, wholly without even a small light eye. The individual florets are of good size, although as is characteristic of the reds in Verbena, they are not as large as some other colors, such as pink and lavender. The flower heads are freely produced on plants which are neat and semi-compact in habit, bearing foliage of the small type associated with Coccinea and Lucifer. Crimson Glow is one of the most vivid Verbena colors, and will occupy a prominent place in next season's gardens.

A GLOWING CARPET OF COLOR

Approximately 12,500 seeds per ounce.

Cosmos Sensation Finest Mixed

Award of Merit 1936 All America Selections

FOR the short time it has been on the market Cosmos Sensation has earned for itself a remarkably permanent position in the garden world. The flowers are mammoth in size, 4 to 5 inches in diameter, with broad, heavy fluted petals carried on very long strong stems. It is extremely early flowering, blooming in 10 weeks from the time of seeding. The plants make a rather heavy growth of foliage, reach a height of about 4 feet, are free blooming, and while the flowers are unusually large at all times, plants may be disbudded for even larger flowers for the cut flower trade. The mixture contains white, and shades of rose and pink.

A SENSATIONAL NEW EARLY FLOWERING GIANT COSMOS

Approximately 5,500 seeds per ounce.

Antirrhinum Rust Proof California Giant Mixture (Bodger)

NOW that the Rust Proof Antirrhinums are taking the place of the ordinary strains, every home maker will want a bed of the mixed colors in her garden. For this purpose we recommend our Rust Proof California Giant Mixture, which we consider the best, all around type, equally fine for the border or for cutting. The plants are of the popular Nanum Majestic type, even and compact in habit, 18 to 24 inches in height, and bear long spikes of closely spaced, extra large florets. The color range comprises the full line of popular shades, including pink, rose, apricot, bronze, orange, light and deep yellow, scarlet, crimson and white. A high percentage of the plants are rust proof, and are proving satisfactory wherever grown.

USE RUST PROOF SNAPDRAGONS IN PREFERENCE TO THE ORDINARY STRAINS

Approximately 220,000 seeds per ounce.

Nasturtium Bodger's Dwarf Double Gem Mixture (Bodger)

OUR Gem Mixture, developed in response to the demand for a more compact growing strain of the semi-double, sweet-scented Gleam Nasturtiums, is the ideal annual for border and edging use. The plants are truly dwarf and compact, totally without runners, and hold their compact form even in rainy climates where they will be a boon to garden makers. We feel that for general use they will be even more popular than the Gleams. The sweet-scented, semi-double flowers are of good size, and gaily cover the gem-like little plants in an evenly balanced, excellent color range which includes shades of yellow, orange, scarlet, crimson, salmon, cerise, cream, maroon and spotted varieties. The mixture contains both dark and light foliage plants.

GEM NASTURTIUMS ADD THAT CERTAIN SOMETHING TO YOUR GARDEN

Approximately 190 seeds per ounce.

Nasturtium Dwarf Double Golden Globe

Award of Merit 1936 All America Selections

GOLDEN GLOBE has more than justified its early claims to popularity. It is identical in color with the popular Golden Gleam, a vivid golden yellow. The plants are uniformly dwarf and compact and bear great quantities of the well-formed, semi-double, sweet-scented flowers throughout the season. For a dwarf edging plant, for the rockery, for window boxes, or for general garden use Golden Globe bids fair to outdistance Golden Gleam in popularity.

AS FINE AS GOLDEN GLEAM

Approximately 185 seeds per ounce.

Marigold Dwarf French Double Harmony

ALTHOUGH it has never been entered in the All America Trials, Harmony is in a class with Gold Medal winners, and would undoubtedly have been a winner had it ever been entered. While it is listed as a Dwarf French Double variety, it is of a very charming and distinct type. The flowers are quite different from any other Marigold, Scabiosa-like in formation with tubular deep orange center petals flanked by broad velvety dark maroon-brown guard petals. The plants are dwarf, about a foot high, compact, exceedingly free blooming, and extremely early, coming into flower with us this season on June 1st. We have had reports of its being in full flower in western New York on July 1st, which is very early for Marigolds. It comes 100% true to type, color and habit. Although it has the characteristic Marigold odor, this drawback is more than overcome by the attractiveness and unique beauty of the flower.

EVERY TRUE GARDENER MUST GROW SOME HARMONY MARIGOLD

Approximately 10,000 seeds per ounce.

Nasturtium Bodger's Double Sweet Scented Orange Gleam (Bodger)

ORANGE GLEAM is the finest Gleam Nasturtium since our first introduction, Golden Gleam. The flowers are very large, uniformly double and profusely free flowering, while the color is entirely new in the Nasturtium family—a deep glowing golden orange, with a deeper shading at the center. The plants are semi-dwarf, bearing the flowers well above the light green foliage on long, wiry stems. The sweet scent characteristic of all our Gleams is very pronounced, making the flowers especially fine for any garden or cutting use.

FOR BEAUTY AND FRAGRANCE GROW THE GLEAM NASTURTIUMS

Approximately 180 seeds per ounce.

Poppy Nudicaule Amurense Yellow

THIS new, very large-flowered bright buttercup yellow Iceland Poppy is an excellent running mate to The Emperor and The Empress, although it differs somewhat from other Nudicaule types in that the leaves are glaucous, heavily covered with short hairs. The stems are unusually long and wiry, 24 inches or longer, and the flowers will keep as long as 10 days when cut. It blooms slightly later than the Nudicaule varieties, is much more heat and drought resistant than any other Poppy, and comes 100 per cent true to color. The flowers are freely produced, making it a very showy subject in the garden as well as a profitable variety for the cut flower trade. We consider this to be one of the most outstanding introductions of recent years and feel sure that it will occupy a permanent place among our choice perennial plants.

GIVE YOURSELF A THRILL—GROW THIS FINE NEW POPPY

Approximately 448,000 seeds per ounce.

Calendula Double Orange Sunshine

ORANGE SUNSHINE has already demonstrated that it is a very worthy running mate to the popular golden Sunshine, or Calendula Chrysantha, which was a 1934 Gold Medal Winner in the All America Trials. In the orange sister variety the same loose flower form with dainty incurved petals is present, while the color is a clear light orange of a vivid and penetrating tone. The flowers are of good size and as with Chrysantha excellent for cutting and extremely showy in the garden. The stems are unusually long for Calendulas and very firm. Orange Sunshine will be deservedly as popular as its predecessor, Chrysantha.

A GLEAM OF PURE GOLDEN SUNSHINE

Approximately 4,000 seeds per ounce.

Thunbergia Gibsonii
(Golden Glory Vine)

THE Golden Glory Vine, although totally unknown to many, is an extremely popular garden "must" to other thousands of garden enthusiasts. As its beauty is continually becoming known to more people its popularity is correspondingly increasing. The fact that it is extremely tender will keep it from attaining the general popularity it deserves, but for those who will give it a little special care, starting it early indoors and lifting the plants during the winter, it is a joy throughout the summer months. Of course, in the warm southern districts it can be grown very easily without this special care. It will bloom quickly from seed and for covering trellises and fences up to ten or twelve feet in height there are few climbers that can compare with it, while for spill-over effects on terraces or to romp here and there over rockeries this dainty climbing plant certainly has few peers. The flowers are a glorious rich orange, borne profusely amid the attractive bright green foliage. It will thrive well on almost any garden soil and is well worth the little extra effort it takes to grow it.

VIVID, STARTLING, BEAUTIFUL—THE GOLDEN GLORY VINE

Approximately 830 seeds per ounce.

Godetia Upright Single Kelvedon Glory

WHEN we first saw Godetia Sybil Sherwood a few years ago, we pronounced it the finest Godetia variety; we must now modify this judgment and give first honors to Kelvedon Glory. Kelvedon Glory is a deep glowing salmon orange, exceptionally vivid and of arresting beauty, and although the coloring is the same as Sybil Sherwood, there is such a pronounced difference in the shade that both varieties can stand on their own merits without suffering in comparison. The flowers are large and well-formed, satiny in texture, and the plants are strong, robust, and unusually free blooming.

A FASCINATING NEW GODETIA COLOR

Approximately 46,400 seeds per ounce.

Delphinium Blackmore and Langdon's Gold Medal Strain

WE BELIEVE everyone will agree that there are no better Delphinium strains to be found anywhere than those developed and sold by Blackmore and Langdon of Bath, England. Their famous Delphiniums have been admired by connoisseurs from all parts of the world, they have been exhibited at all the important horticultural shows and exhibitions, and have been granted literally hundreds of medals, prizes, certificates and awards. We are proud to announce that we have arranged with Messrs. Blackmore and Langdon for the distribution of seed of their famous Gold Medal Strain of Delphinium, seed imported directly from the originators and in packets sealed by them.

The flower spikes, as may be seen from the accompanying illustration, are extremely heavy, full flowered, and exceptionally long, while the plants reach a height of from 4 to 6½ feet, depending on the variety. To those who are acquainted with Blackmore and Langdon's Delphiniums no more need be said, and to those who have never grown these famous Delphiniums we recommend most urgently that this very valuable strain be incorporated in the Delphinium list.

ARISTOCRATS OF THE GARDEN

Approximately 10,880 seeds per ounce.

Pansy Engelmann's Prize Strains

FOR many years we have made a careful study of all Pansies, and have inspected and tested out the lines of many who grow special strains of this popular flower. From among all these, we consider the two strains developed and grown by Mr. Engelmann to be outstanding among all those under our observation. We have therefore made arrangements with Mr. Engelmann for the exclusive wholesale distribution rights of this seed for North America. We import this seed directly from the originator so that you may be sure of obtaining the same stock from which Mr. Engelmann grows in England the plants which each year win coveted medals and awards at the great Spring Show at Chelsea. For the protection of our customers we have made arrangements to deliver all 1936 seed of Engelmann's Pansies in packets sealed by the originator. It is only through us that this original seed in sealed packets can be secured in the United States.

Engelmann's Special

THE Special strain is the old Scottish Show type, reselected to a strain of uniformly superbly well formed, huge flowers. The colors are mostly bronze and reddish shades, many yellow bordered. The plants are extremely compact, very early flowering and vigorous in growth.

Engelmann's Giant

THE Giant Strain is very vigorous growing, compact, and early flowering. It contains a great variety of shades, both dark and light, all of the five blotched type, and the flowers are very large and well formed. For general use, we suggest this strain.

GROW YOUR OWN PANSY PLANTS AND HAVE THE BEST—USE ENGELMANN'S STRAINS

Approximately 22,000 seeds per ounce.

Sweet Pea Early Spencer Josie
(Zvolanek's Josie)

JOSIE is without doubt one of the largest and longest stemmed Early Flowering Sweet Peas in existence. For florists it blooms freely under glass in winter and is an excellent shipper. It is also a fine variety for planting outdoors, where the strong robust growth makes it comparable to many of the late summer-flowering varieties although it comes into bloom several weeks earlier than any of them. The color is deep rose pink on a white base, deeper than the popular variety Giant Rose, much superior in size of flower and length of stem, producing mostly fours and fives and is just the type for which market growers have been looking. We give Josie our strongest recommendation.

JOSIE TOPS THEM ALL

Approximately 390 seeds per ounce.

Sweet Pea Early Spencer Zvolanek's Supreme Orange

THIS variety we consider to be one of the most valuable Sweet Pea novelties of recent years, a new and distinct color, while the size of flower, length of stem, and vigorous growth are especially outstanding in an orange Sweet Pea. The flowers have salmon cerise wings with orange standards and tend to burn in strong sun, so we would advise that shade be used for best results. We do not hesitate in recommending this variety to all those who want the last word in Sweet Peas.

A FINE NEW COLOR IN THE POPULAR WINTER FLOWERING GROUP

Approximately 340 seeds per ounce.

Sweet Pea Early Spencer Zvolanek's Salmon

FROM among the several varieties of Sweet Peas in the salmon cerise group we consider Zvolanek's Salmon to be the most outstanding. The color is a beautiful shade of salmon cerise, slightly deeper than the well known variety Apollo, and is very robust with a much longer stem and larger flower than Apollo. As Zvolanek's Salmon does not require shading, we especially recommend it to the florist grower.

WELL WORTH A PLACE IN YOUR GARDEN OR GREENHOUSE

Approximately 340 seeds per ounce.

Marigold
Yellow Supreme
Gold Medal 1935
All America Selections

YELLOW SUPREME has more than lived up to its reputation as a companion to the popular Guinea Gold. The color is a delightful light lemon yellow, and the flowers are of medium size, loosely ruffled or carnation flowered in formation. The plants are 2 to 2½ feet tall, compact and pyramidal in habit and very free blooming. Yellow Supreme has proven itself very popular, both as a garden subject and for cutting.

AN EXCELLENT CUT FLOWER

Approximately 10,000 seeds per ounce.

Marigold Lieb's Winter Flowering

LIEB'S WINTER FLOWERING MARIGOLD is an excellent subject to follow Chrysanthemums in the greenhouse. For best results seed should be sown from July up to December and the plants will bloom continuously from October to May. The flowers are as large as 3 inches in diameter, single and semi-double in formation, deep mahogany brown with golden yellow crested centers. The stems are very fine and long, on plants 3 to 4 feet tall. They are not subject to any insect pest.

IDEAL FOR THE CUT FLOWER GROWER

Approximately 10,250 seeds per ounce.

Gaillardia Grandiflora Goblin

THE tall, long-stemmed cutting Gaillardias have been favored for many seasons, but the little variety Goblin is the first really dwarf, compact variety especially suited to the rockery. The neat plants reach a height of about 12 to 15 inches, and are closely covered with large, showy, yellow bordered deep red flowers. Gaillardia Goblin should be in every rockery and we feel sure will be used as an edging in many perennial borders. If seed is sown by March or April, the plants will flower the same year.

NEW—WE THINK YOU'LL LIKE IT

Approximately 7,300 seeds per ounce.

Acroclinium Large Flowered Double Hybrids

IT IS a gala occasion when the florist discovers a flower variety, entirely new and different, which sells on sight. Such a variety is this new Acroclinium, so greatly improved over the old variety that they can scarcely be recognized as members of the same family. The double flowers are extremely large, at least twice the size of the ordinary strain, on 14- to 20-inch stems, which are borne freely within a few weeks from the time of sowing. The range of color is most remarkable, being especially rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. The beauty of many of the flowers is enhanced by a boldly contrasting dark center. No florist or market grower should be without these new Large Flowered Double Hybrids.

THE FINEST EVERLASTING FLOWER YET DEVELOPED

Approximately 9,000 seeds per ounce.

Coreopsis Grandiflora Double Sunburst (Bodger)

MUCH of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of the year when yellows are so scarce. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 3 to 3½ inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are very easy to grow. The strain is remarkably true, coming at least 80 per cent double, as illustrated.

A BURST OF GLORY FOR YOUR BORDER

Approximately 12,000 seeds per ounce.

Ipomea Heavenly Blue Improved (Bodger) (Mexican Blue Morning Glory, Blue Moon Flower)

SIMILAR to Heavenly Blue, from which it was developed, this improved strain is in all respects superior to the old. The color is a deep intense blue, shading lighter toward the center, the flowers are large and freely produced, and the plants do not make the rank growth characteristic of Heavenly Blue but go into flower early in the season, and continue throughout the summer months. It is a much earlier flowering strain, and among the most notable of its characteristics, the flowers remain open until late in the afternoon, being still open at six o'clock in the evening on cloudy days. As it makes a slightly heavier growth than Clark's Mammoth Blue Morning Glory, we suggest the use of our Improved Heavenly Blue on fences or trellises.

THERE IS UNBELIEVABLE BEAUTY IN THIS FLOWER

Approximately 675 seeds per ounce.

Notes on Growing Ipomeas: When growing Ipomeas care should be taken to plant them in a dry, sandy location where they will receive as little water as possible. They should never be fertilized unless a heavy growth of foliage is desired. Seeds must not be sown out in the open ground until the soil has thoroughly warmed up, and they should not be kept too moist even when first planted. If seed is started early indoors, it should be in individual pots, as Ipomeas do not transplant readily.

Ipomea Clark's Mammoth Blue Morning Glory

THROUGHOUT the South and in other sections where the Mammoth Blue Morning Glory is known, Clark's Strain will need no introduction. It is the earliest flowering variety, makes a sparse growth of foliage and is heavily covered with flowers. The color is the same beautiful sky blue as that found in Heavenly Blue Improved but the throat shades to a golden yellow in this strain rather than white. The flowers do not remain open as long as in the Heavenly Blue Improved Strain, and are somewhat smaller.

A GARDEN DELIGHT

Approximately 675 seeds per ounce.

Petunia Hybrida Flaming Velvet

Gold Medal 1936 All America Selections

THE only Gold Medal winner in last year's All America Trials, Petunia Flaming Velvet has caused a sensation because of the uniform excellence of its velvety, rich, blood-red flower. It has not yet been widely grown, but after this year will be classed among the popular Petunia varieties. The plants are semi-compact in habit, about 15 inches in height, absolutely uniform, and the flowers are large and borne in great profusion. We are fortunate in being able to offer our customers a stock which is 100 per cent true.

A RICH VIVID NEW PETUNIA

Approximately 262,000 seeds per ounce.

Petunia Hybrida Rose King Improved

Special Mention 1936 All America Selections

A BED or border of Rose King Improved, the new and improved strain of Rose King, is a sight not soon to be forgotten. Its flowers are a clear, rich rose with a delicate light golden throat, and the 18 inch plants are rather bushy, absolutely uniform, and literally covered with blooms. Besides its decorative value for the garden, Rose King Improved is an excellent cut flower variety, especially effective when combined with some of the blue flowers such as Ageratum or Delphinium.

VIBRANT BEAUTY

Approximaely 262,000 seeds per ounce.

Marigold Dixie Sunshine

Award of Merit 1936 All America Selections

DIXIE SUNSHINE occupies a sure place in the group of new Marigold types. Coming to us from the land of Dixie, it is a most charming and unique strain. The medium-sized flowers, 2 to 2½ inches across, are fully double and ball shaped, ingeniously composed of dozens of tiny five-petaled florets which are gracefully interlocking and daintily fringed in effect. The brilliant golden yellow color is well set off by the lush green foliage of the bushy, rather tall pyramidal plants. It is extremely free flowering, producing a mass of color in the garden in late fall, and as the stems are heavy and of medium length Dixie Sunshine is a fine new cut flower variety. Since it is rather late blooming we recommend that seed be planted early indoors, setting out the young plants as soon as danger of frost is past.

ADD VARIETY TO YOUR GARDEN WITH THIS NEW TYPE

Approximately 9,000 seeds per ounce.

Zinnia Fantasy
Finest Mixed (Bodger)
Award of Merit 1935
All America Selections

FANTASY is as different from the ordinary stiff, formal Zinnias as one could imagine and in two years has gained for itself a prominent place in the Zinnia garden. The plants are 2½ to 3 feet in height, even in habit, strong growing and very free flowering, blooming in 45 to 50 days. The medium-sized lacy flowers are composed of a mass of shaggy, ray-like petals which give a delicate graceful effect and lend an air of friendly informality to the garden or flower arrangement. The wide and varied color range includes the brightest shades of red, yellow and orange, as well as the popular pastel pink and cream shades. See Page 15 for Star Dust, the first separate color variety in this type.

THE OUTSTANDING NEW ZINNIA TYPE

Approximately 5,000 seeds per ounce.

Strelitzia Reginae (Bird of Paradise)

THE lovely Bird of Paradise flower is admired by all who see it. The bold, striking flowers are excellently adapted to modern flower arrangement and will last in water for many days. They grow easily from seed, and the plants begin to bloom at the age of four to six years. The flowers are composed of three sets of bright orange petals and three bright blue stigmas forming a crest, the whole blossom resembling the head of a bird of paradise. It is indeed a rare and striking flower.

Zinnia Crown o' Gold
Desert Gold (Bodger)

DESERT GOLD is an aristocrat among Zinnias. The flowers are large, double and well formed, on good cutting stems, generously produced on plants which reach a height of 2½ to 3 feet. It is a good garden variety but its main claim to individuality and distinction is the delightful color combination of the flowers. The variety comprises the light and deep shades of gold while each petal is overlaid at the base with a deeper golden yellow. This bicolor effect is one of arresting beauty whether seen under artificial light or in daylight. Flowers will be produced about 60 days after the seed is planted.

THE WARMTH AND INTENSITY OF THE DESERT ARE CAPTURED IN THE COLORING OF DESERT GOLD

Approximately 2,800 seeds per ounce.

Martynia Proboscidea (Unicorn Plant)

WHILE we would not recommend growing Martynia for its flower, which is a dull yellowish white with purplish spots inside the corolla, still we do think it has some interest in the seed stage. The seedpods have a very distinct appearance because of the long curved horn which splits into two parts as they ripen and harden. In this stage they are used very effectively in combination with gourds, seedpods of various trees, pine cones, etc. In the North seeds can be started in a hotbed and transplanted later to the open; in the middle and southern states seed may be sown in the open. They need a warm soil and a sunny exposure, and are treated as half-hardy annuals.

A REAL GARDEN ODDITY

Approximately 900 seeds per ounce.

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